



SEDC2015

BRIDGES TO SUCCESS

TRADE, TALENT & TECHNOLOGY
DRIVING JOB CREATION

Southern Economic Development Council's 2015 Annual Conference

July 26-28, 2015 • Hyatt Regency Savannah
Savannah, Georgia

REGISTER ONLINE:
www.sedc.org

PRESENTING
SPONSOR:



HOSTED BY:



KEY NOTE SPEAKER:

Allison Levine

Author of New York Times
Best Seller *On the Edge:
Leadership Lessons from
Mount Everest and Other
Extreme Environments*

SEDC is coming to Savannah!

We hope you'll join us in Savannah, the Hostess City of the South, for the 2015 SEDC Annual Conference! With the theme Bridges to Success, we will concentrate on job creation through technology, trade, and talent. At the Hyatt Regency overlooking the Savannah River, you'll be constantly reminded of the tremendous impact of the Port of Savannah, the nation's busiest and fourth largest container port. A thriving city of commerce, Savannah is home to Gulfstream Aerospace, JCB Construction Equipment's North American headquarters, Mitsubishi Hitachi Power Systems, Savannah College of Art and Design and many other businesses that propel our economy.

Spend July 26-28 in Savannah, where you'll be able to enjoy the mystique of the Live Oaks with Spanish moss, tour the nation's largest landmark Historic District and experience the Savannah Riverfront. Register to reserve your spot today!

Local Conference Committee:

Brandt Herndon, Savannah Economic Development Authority
Peggy Jolley, Georgia Power (Retired)
Trip Tollison, Savannah Economic Development Authority
Pat Topping, Macon Economic Development Commission





Hotel Information

HYATT REGENCY SAVANNAH

Two Bay Street, Savannah, GA 31401

Phone: 1-912-238-1234

SEDC has reserved a block of rooms at the Hyatt Regency for the rate of \$149.00 (single occupancy) per night plus applicable taxes and services charges. Please reserve your room by June 24, 2015 to receive this rate.

*Each additional adult in the room will be charged \$25 per night

Experience a place designed around the power of connection. At Hyatt Regency Savannah, they prepare you to make the most of every gathering from the moment you arrive to the next time they welcome you back. From swift check-in to inspiring spaces for conversation to guestrooms that morph between office and oasis, they are a dynamic Savannah hotel where you can relax, get things done and be inspired for new ideas.

Their spacious guestrooms are designed to fit your lifestyle, whether working, thinking, or relaxing. Pamper yourself with KenetMD™ bath products, stay connected with wireless high-speed Internet, and enjoy your favorite music with an iHome stereo with iPod® docking station. What's more, their signature Hyatt Grand Bed®, fitted with sumptuous linens over a plush pillow-top mattress, lets you sleep soundly, dream sweetly, and wake refreshed for another day of life full-on. Enjoy travel enhancing conveniences, including restaurants, a 24-hour fitness center, and an indoor swimming pool.

Located near River Front Plaza, our Bay Street hotel offers unequalled access to the largest historic district in the country. Stroll through the Historic District to view stately Georgia homes, landmark architecture, and famed Savannah sights like Forsyth Park. Board a riverboat, hop on the trolley for a moving tour and enjoy close proximity to Savannah Hilton Head International Airport.

Agenda

SUNDAY, JULY 26

Fishing Outings *(separate registration required)*

8:00 A.M. - 1:00 P.M. Golf Tournament at Southbridge Golf Club
(separate registration required)

10:00 A.M. - 12:00 P.M. Optional Activities
Savannah Scavenger Hunt
(separate registration required)

12:00 - 3:00 P.M. Optional Education

Advanced Location Marketing... Communicating Your Business Advantages

Jim Walton, *Brand Acceleration*
Anatalio Ubalde, *GIS Planning*

Many economic development organizations haven't identified their real advantages or how to communicate their locations' benefits to targeted business audiences. This advanced training session is crafted specifically for economic developers wanting to successfully compete with other communities.

2:00 - 4:00 P.M. Optional Activities
Peddle Bar Downtown Tour
(separate registration required)

3:00 - 4:00 P.M. Optional Education
"Advanced Cat Herding: Building a Regional Online Presence"
with Aaron Brossit, Golden Shovel

Regional collaboration is critical to successful economic development but can sometimes feel like herding cats. In this session you will learn about how to successfully build and organize a regional website that brands the region, centralizes communication and shares resources while respecting the identities of the organizations involved. Learn best practices from regions that have done it right and learn how to apply them successfully.

5:00 - 6:00 P.M. State Caucus Meetings

6:30 - 8:00 P.M. Welcome Reception - Riverboat Tour

Join conference attendees aboard the Savannah River Queen as we sail down the Savannah River for a harbor tour. From the moment you embark, experience professional service in the spirit of traditional nautical entertainment. Delicious local cuisine, impeccable service, live entertainment and the sights and sounds of one of the "hippest" waterfronts in North America!

MONDAY, JULY 27

8:00 - 9:00 A.M.

Breakfast

9:00 - 10:30 A.M.

Opening Remarks and Welcome

“On the Edge: the Art of High Impact Leadership”

Allison Levine

Imagine yourself on the highest mountain in the world. You have to deal with the physiological effects of extreme altitude--along with bone-chilling temperatures, battering winds, and a climbing team that's counting on all of its members to make smart decisions. There's simply no room for poor judgment -- one mistake or misstep can result in an “unrecoverable error.” In any situation where lives on are the line or the stakes are exceptionally high--there's no better training ground for leaders than settings where people are pushed beyond their perceived limits. Drawing on her experience as team captain of the first American Women's Everest Expedition, Alison Levine makes a compelling case that the leadership principles that apply in the world of extreme adventure also apply to today's rigorously competitive business environments.

10:30 - 10:45 A.M.

Break

10:30 A.M. - 12:00 P.M.

Lifestyle Attracts Talent

Panelists:

Charles Wood, Chattanooga (TN) Area Chamber

Sam Powers, City of Asheville, NC

Representative from Austin, TX

The attraction of qualified workers has become a standard marketing activity for many communities. Organizations have realized the way to attract the younger generation is to make their communities lifestyle destinations, but what sort of work and home environments appeal to this younger workforce? This session will offer case studies from three different-sized communities that have established themselves as cities of choice when it comes to a quality lifestyle for younger workers.

12:00 - 2:00 P.M.

Luncheon Honoring CEDA & Communication Award Winners

2:15 - 3:15 P.M.

Economist

Opening Remarks by **Curtis Foltz**, GA Ports Authority Director

Speaker: **Walter Kemmsies**, Chief Economist, Moffat & Nichols

Trade is important to all economies and greatly benefits the American South. In this session, you will hear how our region can further expand our economy through trade opportunities with emerging economies and increased foreign investment.

3:15 - 4:15 P.M.

General Session: Marketing Your Workforce - How to Differentiate Yourself

Speaker: **Kate McEnroe**, Kate McEnroe Consulting

Marketing your workforce effectively requires that you marry hard data with defensible narrative, and deliver the whole package at the right time through the right channels. Kate will discuss what data matters, what comparisons are relevant, and what testimonials are compelling, then give you advice on how to deliver your message.

6:00 - 7:00 P.M.

Silent Auction Reception Benefiting the SEDC Educational Foundation

7:00 P.M.

Dinner on your own

TUESDAY, JULY 28

8:00 - 9:00 A.M.

Breakfast with Updates from Alliances

Bob Bathgate, AmCham Canada

Evan Hoffman, Organization for International Investment

9:00 - 10:15 A.M.

A New American Manufacturing Renaissance. Is It Real?

Speaker: **Chris Neeley**, Made in USA Works, LLC

If this resurgence is true, why now? How can we make the most of it? How long will it last? In his session Chris will offer an in-depth discussion of this exciting new opportunity for US manufacturing and the American worker.

10:15 - 10:45 A.M.

Break

10:45 - 11:45 A.M.

Bringing Jobs Back to America

Panelists:

Mike Randle, Southern Business & Development

Lindsay Frilling, Union City, TN

Additional Panelist to be Added

We have all heard about jobs that have come back to the U.S. when companies realized the grass wasn't as green on the other side. Manufacturing, customer support, and technical support jobs are returning for a variety of reasons. In this session, we will hear from communities that successfully located a reshoring project about the major drivers of a company's return to the U.S.

12:00 - 1:00 P.M.

Luncheon: SEDC Awards Presentations and Annual Meeting

1:30 - 2:45 P.M.

Creating Jobs Through Innovation

Panelists:

Page Siphon, *Team One Logistics*

Ed Castile, *Alabama Industrial Development Training*

In this ever changing world, new ideas and processes are generated on a daily basis. These ideas are the drivers of new products and services that spawn new companies across the globe. If our region isn't using innovation to prepare for jobs of the future then we will be left behind. Learn how our region is preparing for jobs of the future through innovation.

2:45 - 3:00 P.M.

Break

3:00 - 4:30 P.M.

The Critical Factors Used in Talent Evaluations by Site Selection

Panelists:

Jay A. Garner, CEcD, CCE, *Garner Economics, LLC*

Didi Caldwell, *Global Location Strategies*

Will Hearn, *CBRE*

Available and qualified "talent" is a critical element of all site location decisions. In this session you will hear first-hand from three national site location consultants with their stories and thoughts on the importance of good labor data. Attendees will discover tips on how they can be prepared to answer critical questions related to workforce in their communities.

6:00 - 9:00 P.M.

Reception, Dinner, and Entertainment

OPTIONAL ACTIVITIES

All optional activities are on Sunday, July 26

Fishing Outings

Contact the SEDC Office or visit the conference website for fishing outing available for registration.

Golf Tournament 8:00 A.M. - 1:00 P.M. • \$115.00 per player

The 2015 SEDC Golf Tournament will be held at the Southbridge Golf Club a short 20 minute drive from downtown Savannah.

\$115 per player (includes transportation, to and from course, continental breakfast, boxed lunch on course and cart and greens fees.)

When legendary golf architect Rees Jones decided to work his magic in the woodlands of southern Georgia, Southbridge Golf Club was the result.

Southbridge has long been the most highly acclaimed golf course in Savannah, thanks to Jones' strategic placement of water in combination with the natural beauty of the wooded tract of Georgia pines and live oaks. Large undulating greens guarded by grass mounding and finely sculptured bunkers, provide a fair test and an enjoyable round of golf for players of all skill levels.

Downtown Scavenger Hunt 10:00 A.M. - 12:00 P.M. • \$20.00 per person

TrekSavannah lets you explore Savannah in a fun, new way! Our treks are fast paced and high energy, we like to think of them as a cross between the TV show "Amazing Race" and a traditional scavenger hunt. TrekSavannah provides groups with a high tech scavenger hunt you play with an app on your mobile device. Teams of 3 or 4 people complete against each other to answer questions. The questions appear on a map that you use to navigate through Savannah. Questions are location based so you will visit different sites in historic Savannah to find the answers. Some questions require teams to look up information to help get an answer, or possibly to take a photo. Who knows what you might have to do! The team that answers the most questions correctly in the least amount of time wins and will have bragging rights for the day!

Peddle Bar 1:00 - 3:00 P.M. • \$20.00 per person

Savannah Slow Ride is the original, 100% pedal powered, eco-friendly way to see Savannah, Georgia. Their fifteen person bicycle tours (you read that right, fifteen people on one bike!) take you through Savannah's beautiful historic downtown. The two-hour ride will have historic stops along the way, with plenty of time to stop in local Savannah watering holes to get a drink to go.

*All pre-conference events are adult only.

How to Register

There are three ways to register for the 2015 SEDC Annual Conference:

- 1) Online at www.sedc.org
- 2) By fax at (404) 523-0406
- 3) By mail to SEDC, 311 Nelson St SW, Atlanta, GA 30313

Please complete the registration form and include your credit card information or check payable to SEDC. Due to the large number of registrations, we will be unable to verify receipt of your fax. You will receive registration confirmation via email.

REGISTRATION POLICIES

- Payment must accompany registration form
- SEDC offers no partial or daily registrations
- SEDC reserves the right to limit or restrict registration
- Registration must be received no later than July 20, 2015. After this date, registrants must register and pay fees on-site.

CANCELLATIONS

Registration deadline is July 20, 2015. After this date please plan to register on-site. In order to obtain a refund, all cancellations must be received in writing at the SEDC office. Refund policy is as follows: Cancellation notices received by July 20, 2015- amount refunded less an administrative fee of \$50. Cancellation notices received between July 21, 2015 and July 24, 2015 - amount refunded less an administrative fee of \$150. Any registrant who does not submit cancellation correspondence by July 24, 2015 is required to pay the balance in full. Registrants may substitute attendees without penalty upon notification, however, appropriate member/non-member rates will apply to substitute attendees. SEDC is not responsible for lost or misdirected mail.

SPECIAL NEEDS

In compliance with the Americans with Disabilities Act (ADA), conference management will make all reasonable efforts to accommodate persons with disabilities at its meetings. If you need assistance or if you have dietary restrictions, please indicate this on your registration form or call the SEDC office at 404-523-3030.

REGISTRATION FEES

Member and non-member registration fees include: all conference sessions, Welcome Reception on Sunday, breakfast and lunch both Monday and Tuesday, Silent Auction Reception, breaks, as well as Tuesday night's event at the Peabody.

Partner/Guest registration fees do not include conference sessions, breakfast and lunch Monday and Tuesday or breaks. Partner/Guest registration fees have been established solely for a spouse or significant other who accompanies the primary member registrant. This fee will not be honored for co-workers or industry associates.

REGISTRATION FORM

REGISTRATION COSTS

| | Early Bird | Regular | Onsite |
|------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Regular Member | <input type="checkbox"/> \$450 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$600 |
| Join SEDC & Register | <input type="checkbox"/> \$600 | <input type="checkbox"/> \$650 | <input type="checkbox"/> \$700 |
| Non-Member | <input type="checkbox"/> \$725 | <input type="checkbox"/> \$775 | <input type="checkbox"/> \$800 |
| Spouse/Guest Registration ** | <input type="checkbox"/> \$175 | <input type="checkbox"/> \$175 | <input type="checkbox"/> \$225 |

| Optional Events | | | |
|------------------|-------------------------------------|--|--|
| Attendee Add-Ons | Golf <input type="checkbox"/> \$115 | Scavenger Hunt <input type="checkbox"/> \$20 | Peddle Bar <input type="checkbox"/> \$20 |
| Guest Add-Ons | Golf <input type="checkbox"/> \$115 | Scavenger Hunt <input type="checkbox"/> \$20 | Peddle Bar <input type="checkbox"/> \$20 |

Early Bird Rates Apply to registrations postmarked or received by May 31, 2015.

**Spouse/Guest Fee includes Welcome Reception, Silent Auction Reception & Tuesday night Reception, Dinner and Entertainment.

Full Name: _____ Name for Badge: _____

Title: _____ Company: _____

Email Address: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Emergency Contact Name & Number: _____

Do you have any food allergies or need any special accommodations? _____

Total Payment: _____

Payment Type: Check enclosed Please invoice me Charge credit card:

Master Card VISA Discover American Express

Credit Card Number: _____ Expiration Date: ____/____/____

Name on Card: _____ Security Code: _____

Fax this form to (404) 523-0406 or mail to SEDC, 311 Nelson St SW, Atlanta, GA 30313.

Thank You Sponsors!

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EXHIBITORS

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